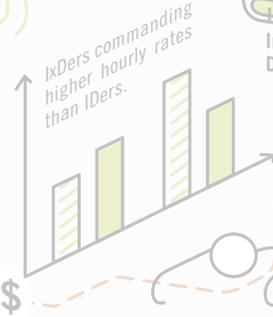
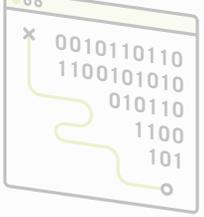


DESIGN YOUR FUTURE



Start

#1: Be Tactical



Industrial Design

User Experience

Hybridize.



Information Architecture

Know your emerging technology.

#2: Be Nimble



# IDSA Interactive Webinar Design Your Future

February 25, 2014

#3: Be Flexible

Know how to create compelling brand experiences swiftly.

... and the need for strong niche brand identities.

... including a flowering of niche brands...

Know how to design below the surface.

Drive sustainable product design.

SPEED LIMIT HEAD

**BRESSLER**group

Mathieu Turpault Design Director, Partner  
mturpault@bresslergroup.com



**BRESSLER** group

# DESIGN YOUR FUTURE



**Section 1:** Grow Your Interaction Design Capabilities

**Section 2:** Hone Your Branding Skills

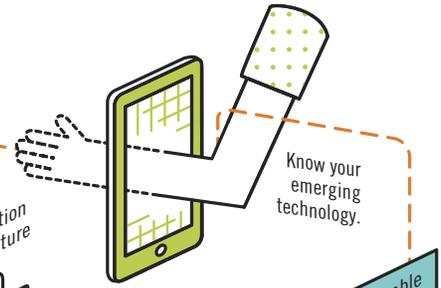
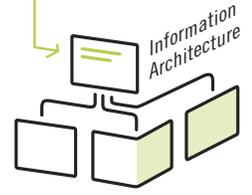
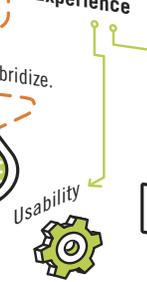
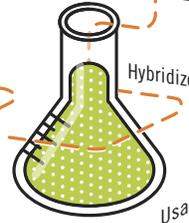
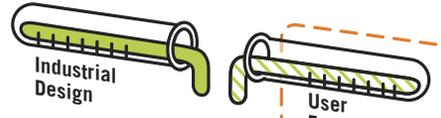
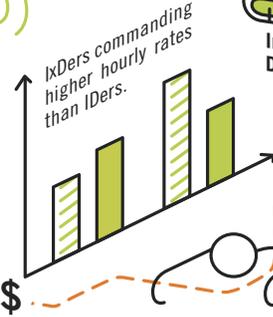
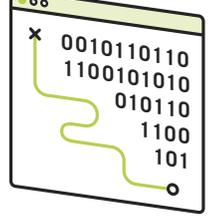
**Section 3:** Prepare for (More) Big Changes

# DESIGN YOUR FUTURE



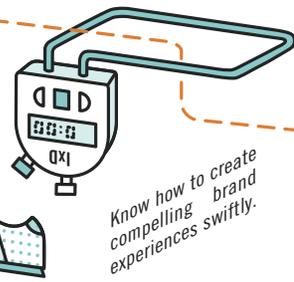
Start

#1: Be Tactical



Know your emerging technology.

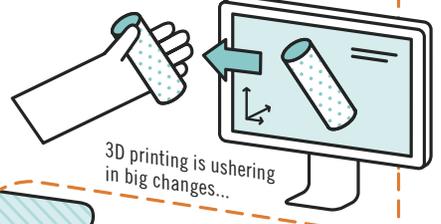
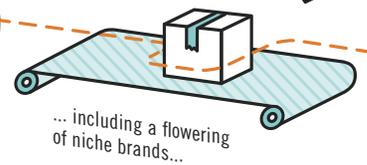
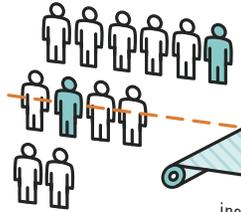
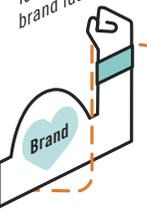
#2: Be Nimble



Know how to create compelling brand experiences swiftly.



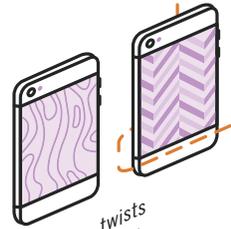
... and the need for strong niche brand identities.



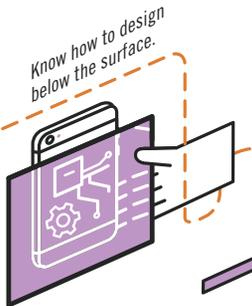
3D printing is ushering in big changes...

... including a flowering of niche brands...

#3: Be Flexible



Strategize twists on customization.



Know how to design below the surface.



Fuel magical product experiences with multi-sensory features.



Drive sustainable product design.



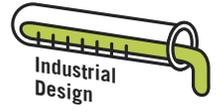
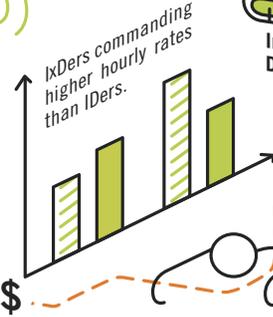
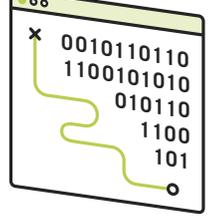
Finish

# DESIGN YOUR FUTURE

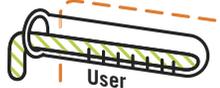


Start

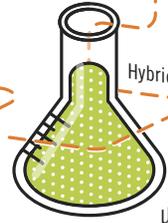
#1: Be Tactical



Industrial Design



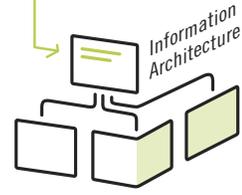
User Experience



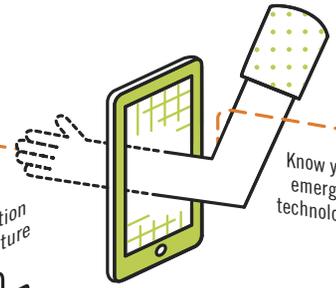
Hybridize.



Usability



Information Architecture

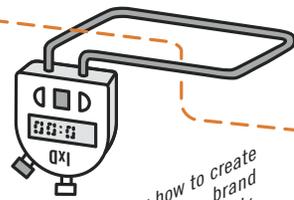


Know your emerging technology.

#2: Be Nimble



Traditional Marketing



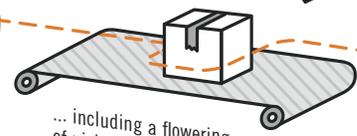
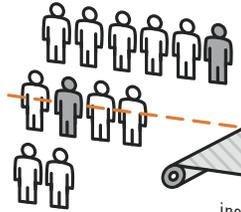
Know how to create compelling brand experiences swiftly.



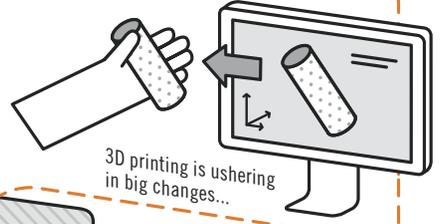
... and the need for strong niche brand identities.



Brand

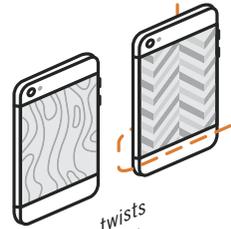


... including a flowering of niche brands...



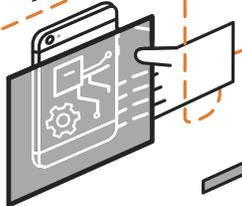
3D printing is ushering in big changes...

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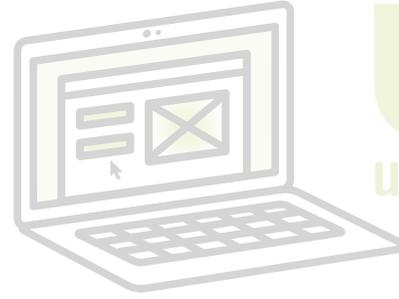
Drive sustainable product design.



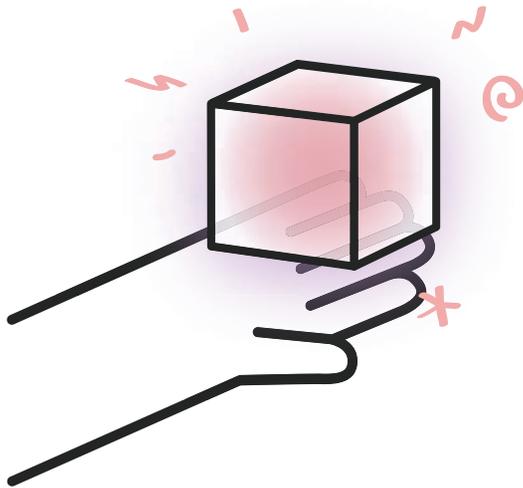
Finish



**UI**  
user interface



**UX**  
user experience



**IxD**  
interaction design



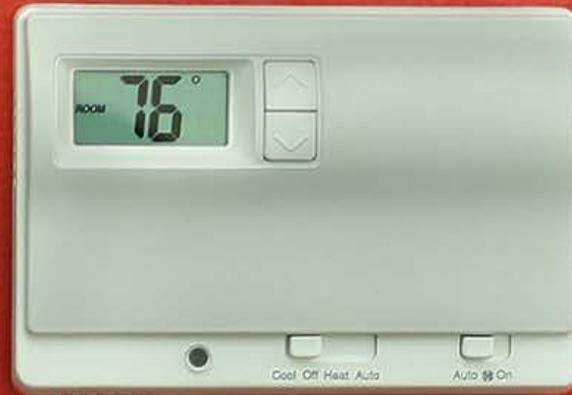
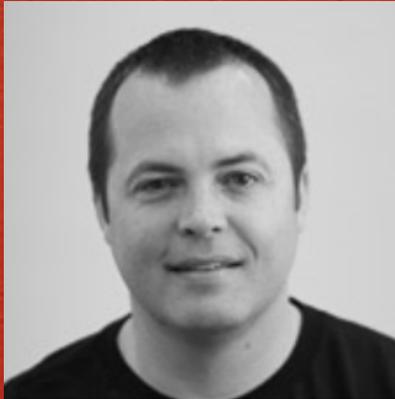
Honeywell

5:12

MO

72°F





## How the Internet of Things Is Changing Industrial Design

Sep 10, 2013

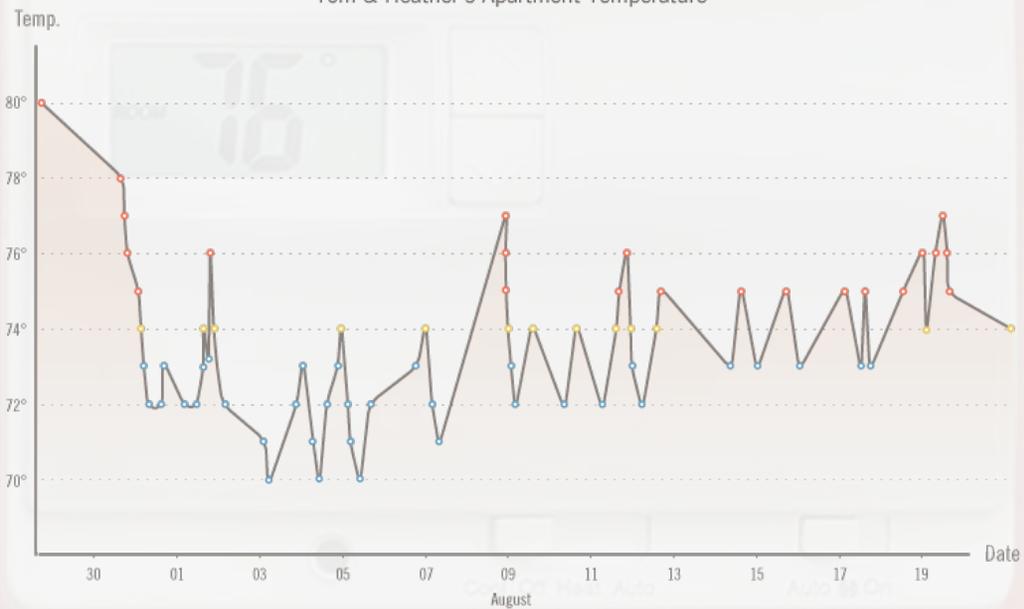
**Thomas Murray**

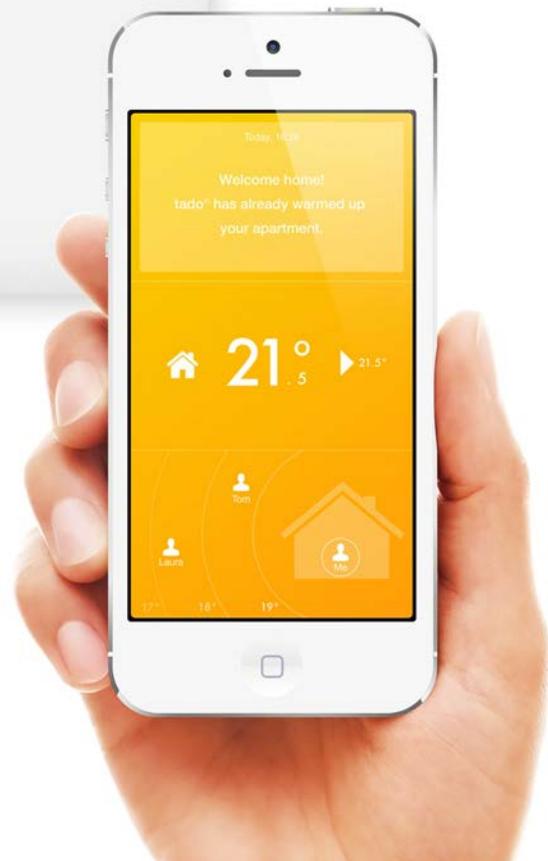
Senior Industrial Designer

[in Share](#) 11 [f Like Share](#) 12 [g+ Share](#) 2 [t Tweet](#) 23

Last year someone gifted me with Twine, an Internet-connected 2.5 square box that can be

Tom & Heather's Apartment Temperature







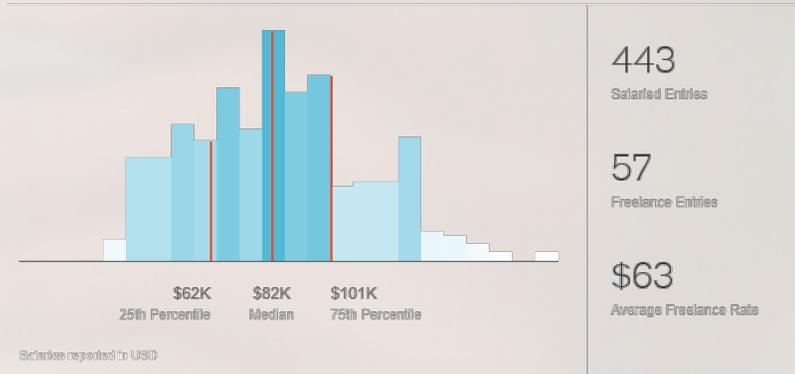
Change is here.



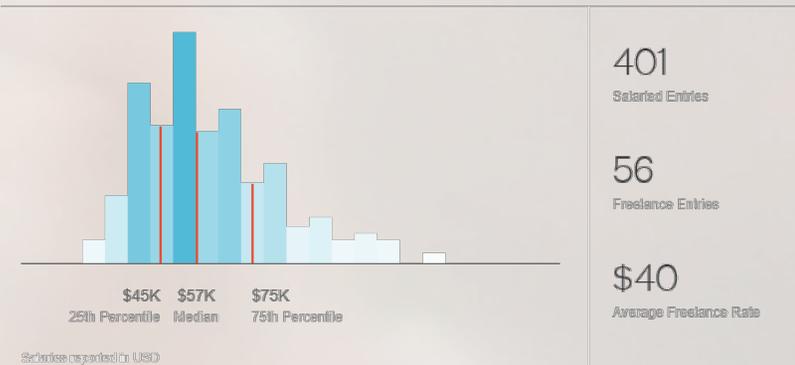
Change is here.

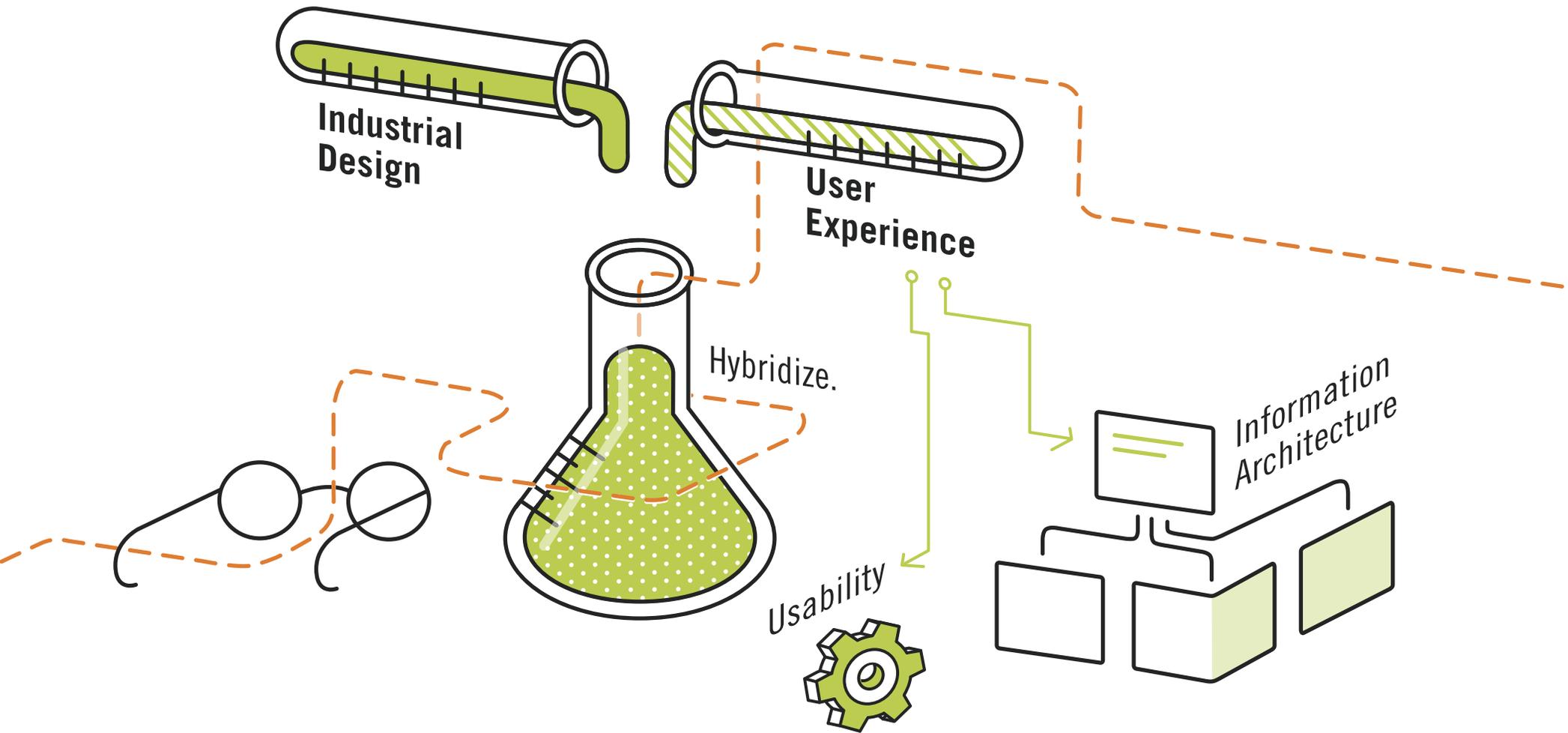


## User Experience Designer salaries in United States



## Product Designer salaries in United States





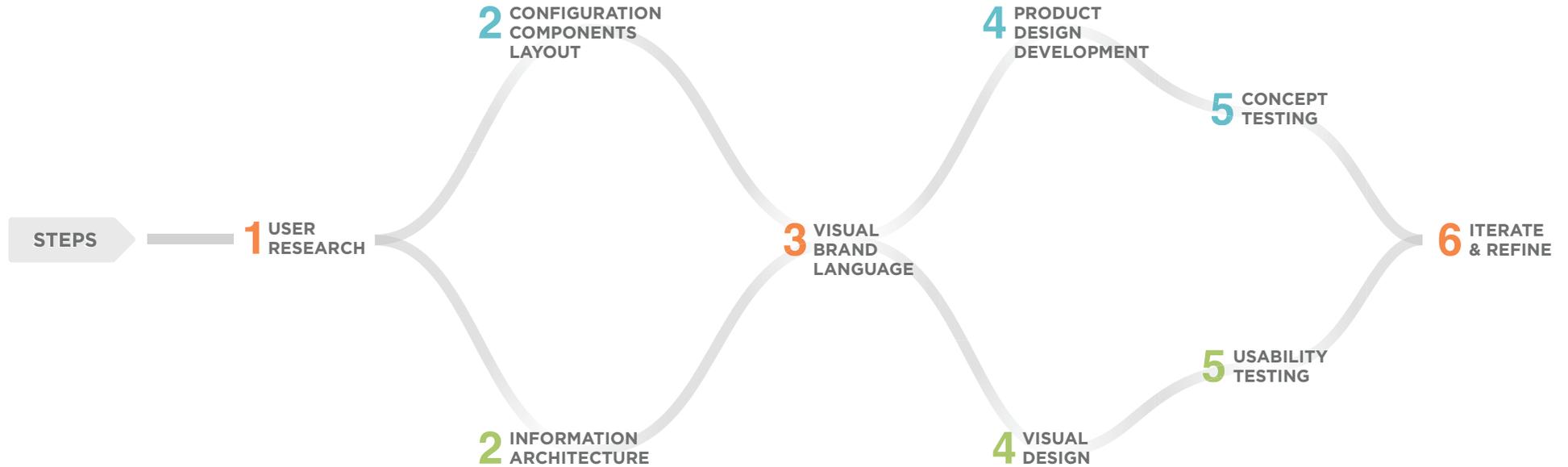
## Traditional Industrial Design Process



## Traditional User Interface Process



# Parallel Industrial / User Interface Process



# Rigid stage gate process

## TASK

### ▼ 1. Typical StageGate or Waterfall process

#### 2. Research & planning

3. Requirement review
4. Review existing data
5. Create draft of product specifications
6. CAD initial components layout
7. Generate part break up configuration concepts (3)
8. Research review

### ▼ 9. Concept generation & development

10. Industrial design exploration
11. Preliminary CAD modeling
12. Concept review

### ▼ 13. Engineering development

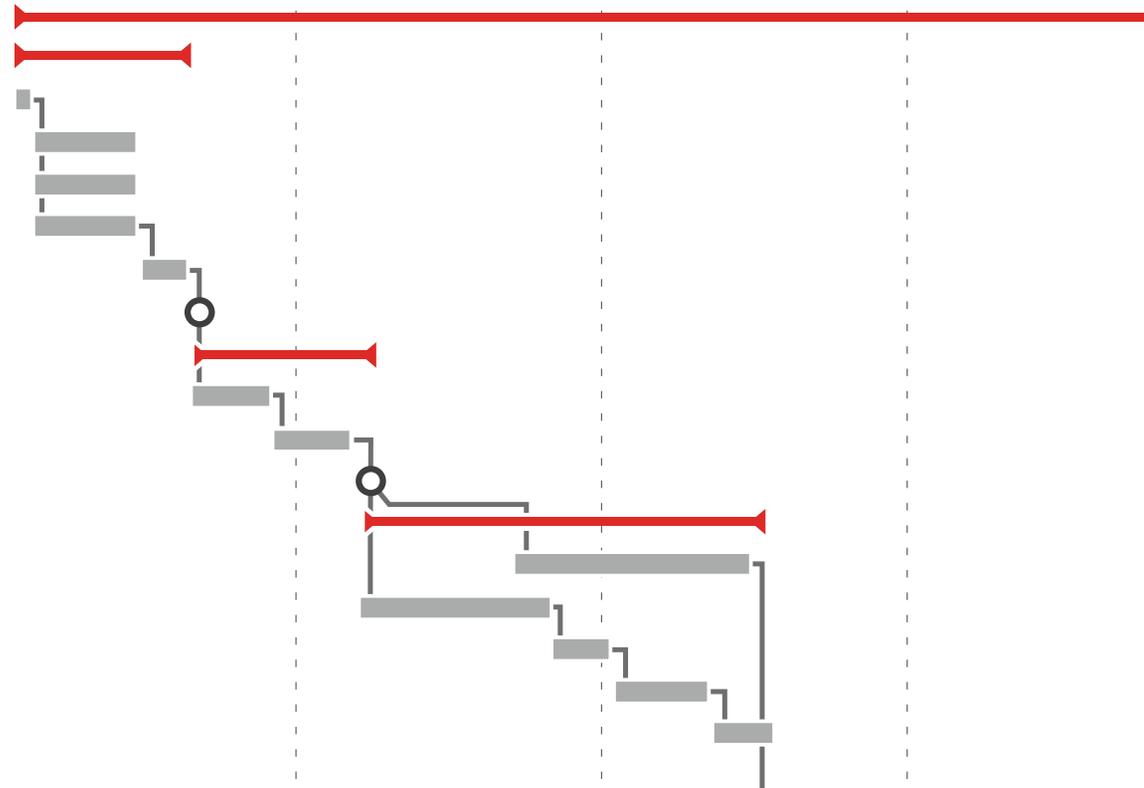
14. Industrial design support (3D prints)
15. Detail mechanical design engineering
16. Build breadboard for testing
17. Test breadboard (sealing)
18. Iterate and review full system
19. Vendor liaison

MONTH 1

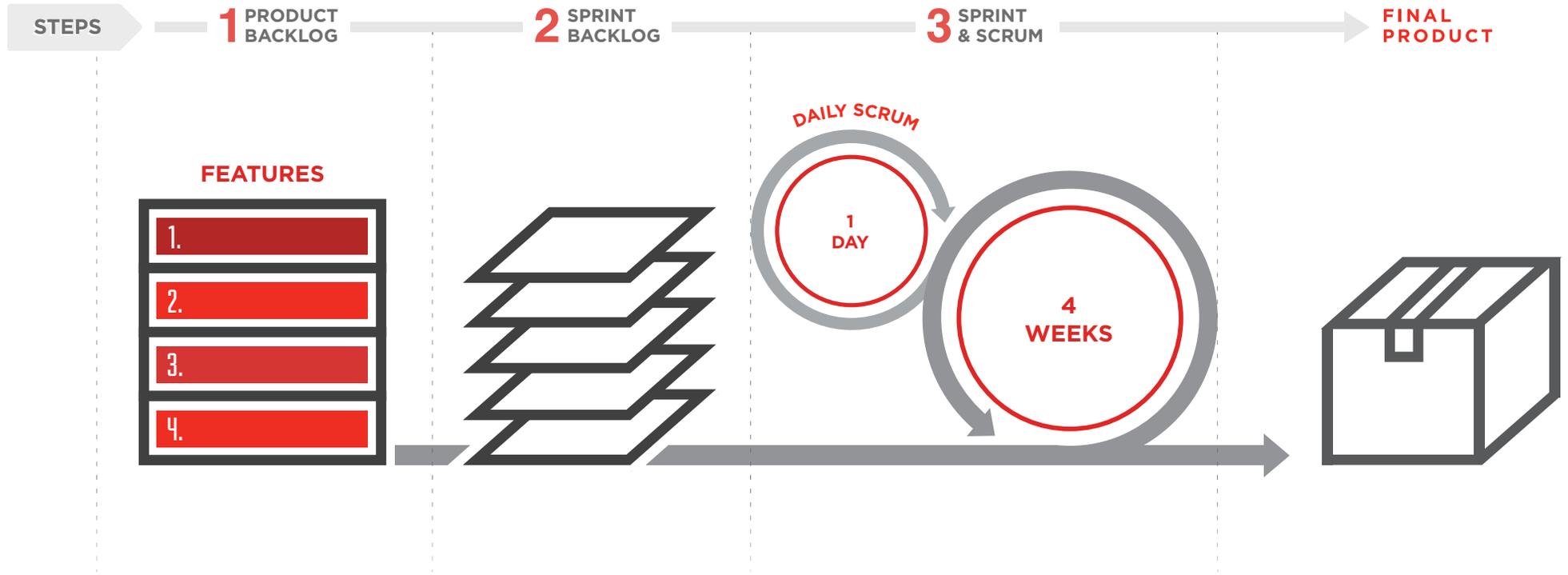
MONTH 2

MONTH 3

MONTH 4



# Flexible scrum process



# Combining the 2

## TASK

### ▼ 1. Typical StageGate or Waterfall process

#### 2. Research & planning

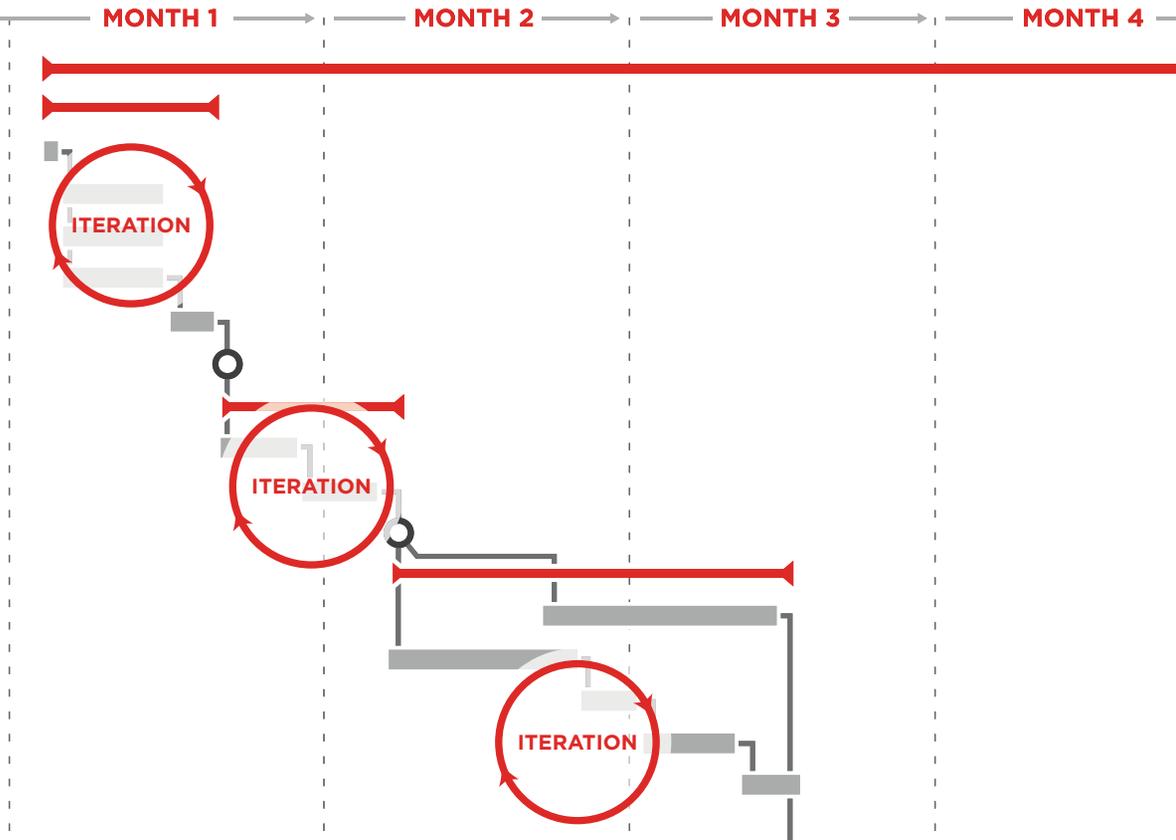
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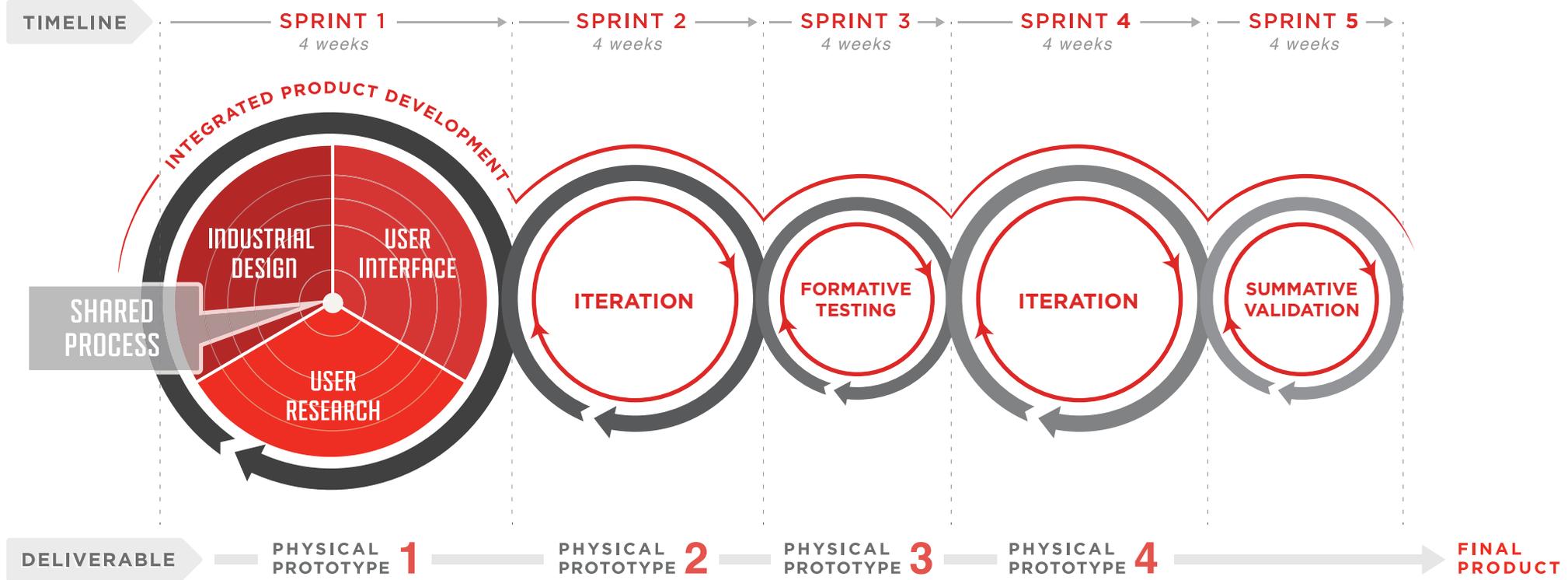
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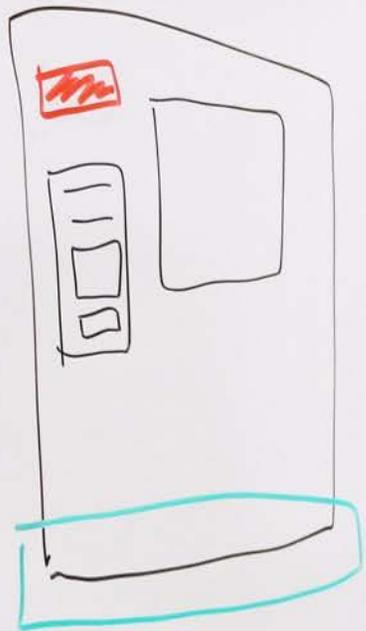
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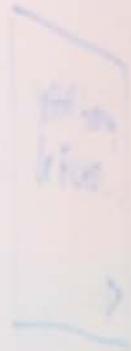


# Developing a blended process





Handwritten notes in blue ink on the whiteboard. The notes include the words "Parking", "Visual", and "PAGES". There are also some illegible scribbles and lines.



Product Detail

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Design Center  
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Philadelphia, PA 19103  
[www.bresslergroup.com](http://www.bresslergroup.com)

## Books and publications

Anything by Don Norman or Bill Buxton. This includes **The Psychology of Everyday Things** and **Sketching User Experiences**.

**Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition**, Steve Krug.

**Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests**, Jeffrey Rubin and Dana Chisnell.

**Observing the User Experience: A Practitioner's Guide to User Research**, Mike Kuniavsky.

**Contextual Design: Defining Customer-Centered Systems**, Beyer, Hugh (a bit dated but a classic).

**The Elements of User Experience**, Jesse James Garret.

**Lean UX: Applying Lean Principles to improve User Experience** (for more progressive methodologies).

**Designing with the Mind in Mind**, Jeff Johnson.

**About Face (latest edition): The Essentials of Interaction Design**, Alan Cooper.

**Designing the Obvious, A Common Sense Approach to Web and Mobile Application Design**, Robert Hoekman, Jr.

**Smart Things: Ubiquitous Computing User Experience Design**, Mike Kuniavsky.

**The Visual Display of Quantitative Information**, Edward Tufte.

**Envisioning Information**, Edward Tufte.

**The Universal Principles of Design**, Lidwell, Holden, Butler.

## Blogs and online resources

UX Magazine, [uxmag.com](http://uxmag.com)

Smashing Magazine, [smashingmagazine.com](http://smashingmagazine.com)

UX booth, [uxbooth.com](http://uxbooth.com)

UX Matters, [uxmatters.com](http://uxmatters.com)

NN Group, [nngroup.com](http://nngroup.com) (Nielsen and Norman joined forces to form their own consultancy and put their massive library of research online.)

Stanford, Harvard, and MIT offer free online courses in HCI.

Questions?

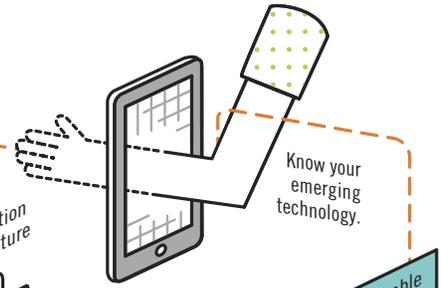
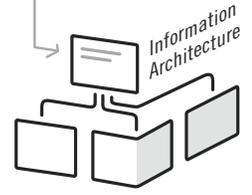
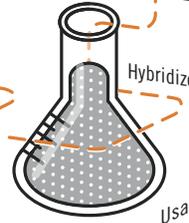
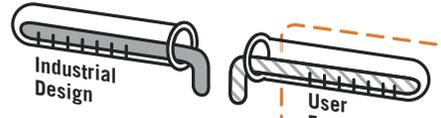
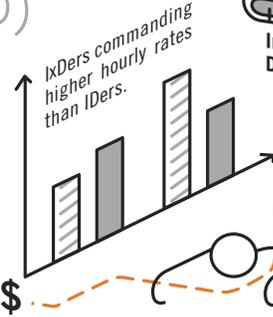
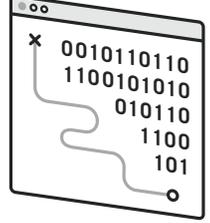


# DESIGN YOUR FUTURE



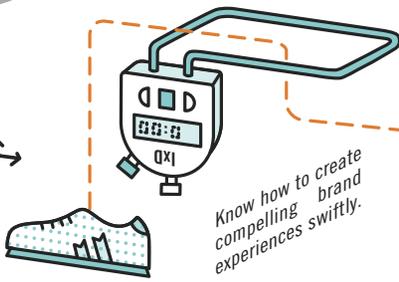
Start

#1: Be Tactical

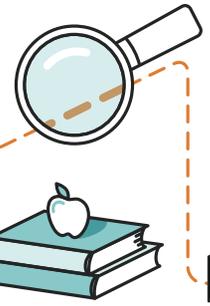


Know your emerging technology.

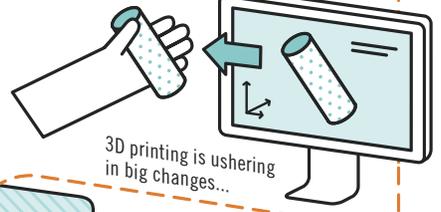
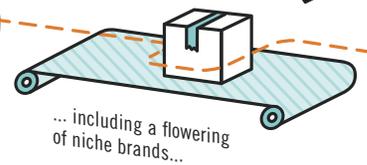
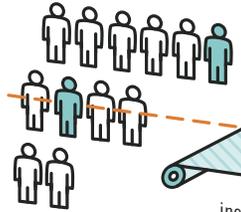
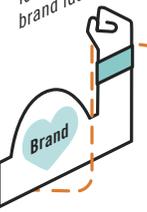
#2: Be Nimble



Know how to create compelling brand experiences swiftly.



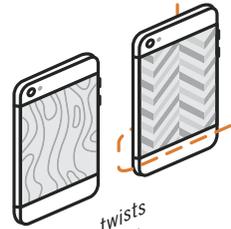
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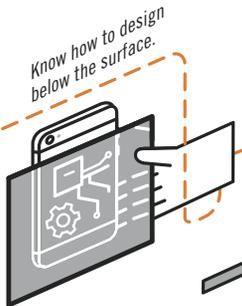
3D printing is ushering in big changes...

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#3: Be Flexible



Strategize twists on customization.



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Drive sustainable product design.



Finish



A manufacturing technology

A manufacturing technology





FORTUS 400mc

FORTUS

FORTUS 400mc

FORTUS

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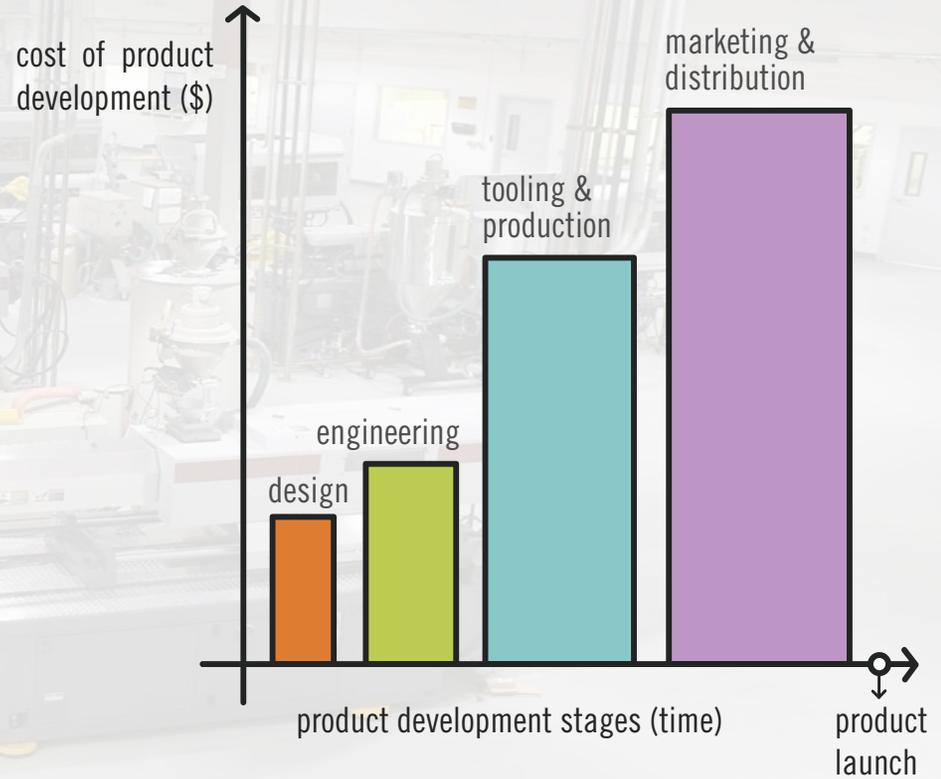
FORTUS

FORTUS

# Rigid manufacturing



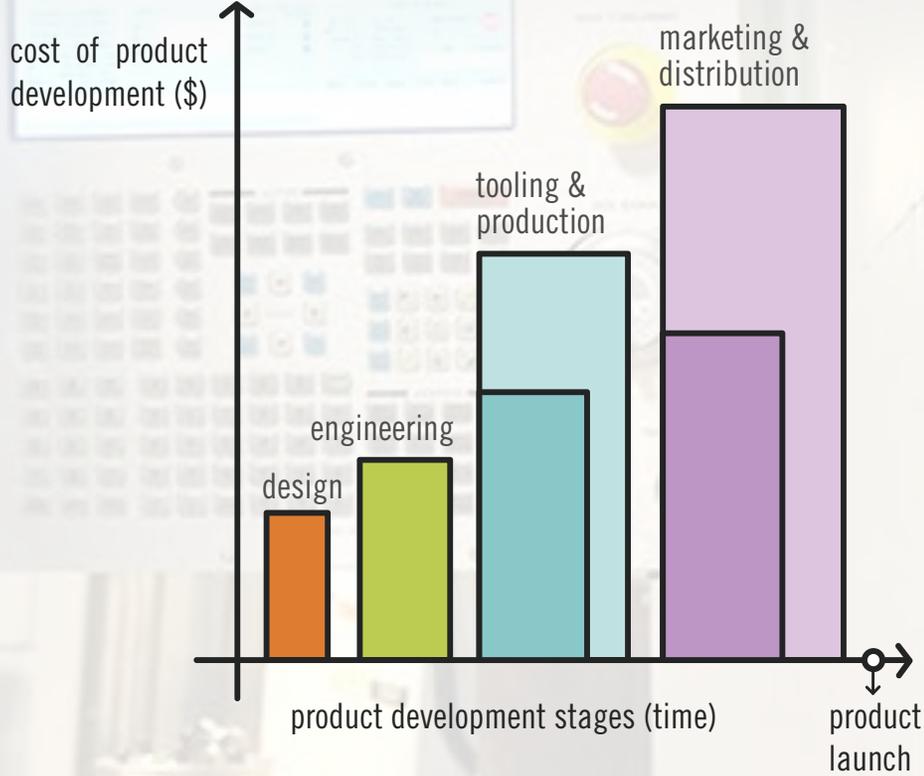
Today



# Quick manufacturing

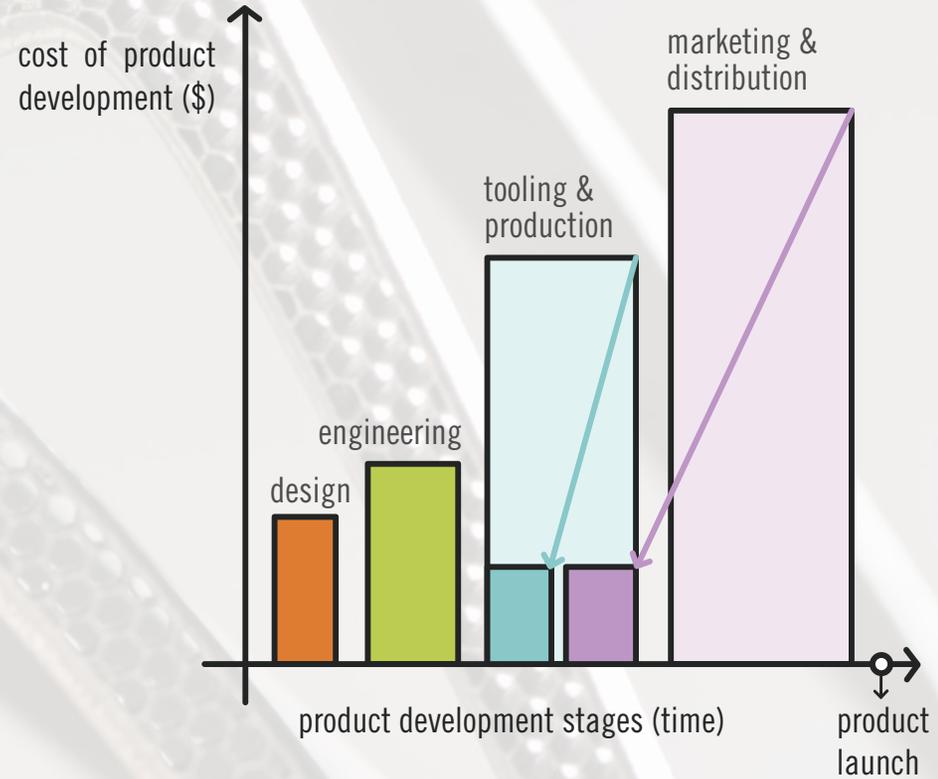


# Tomorrow



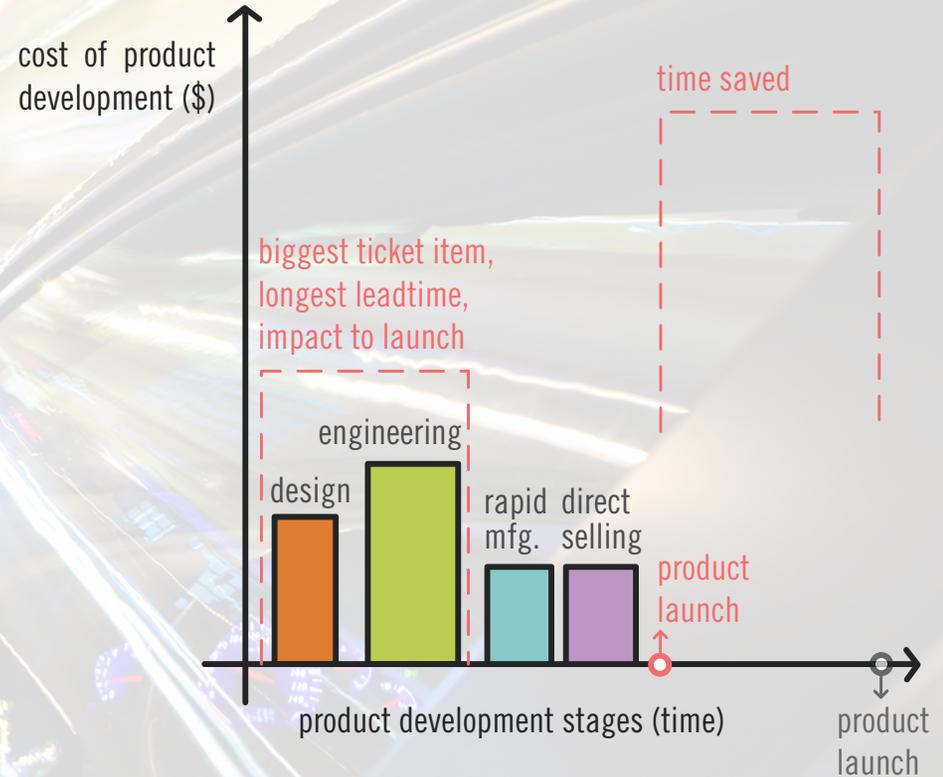
# Additive manufacturing

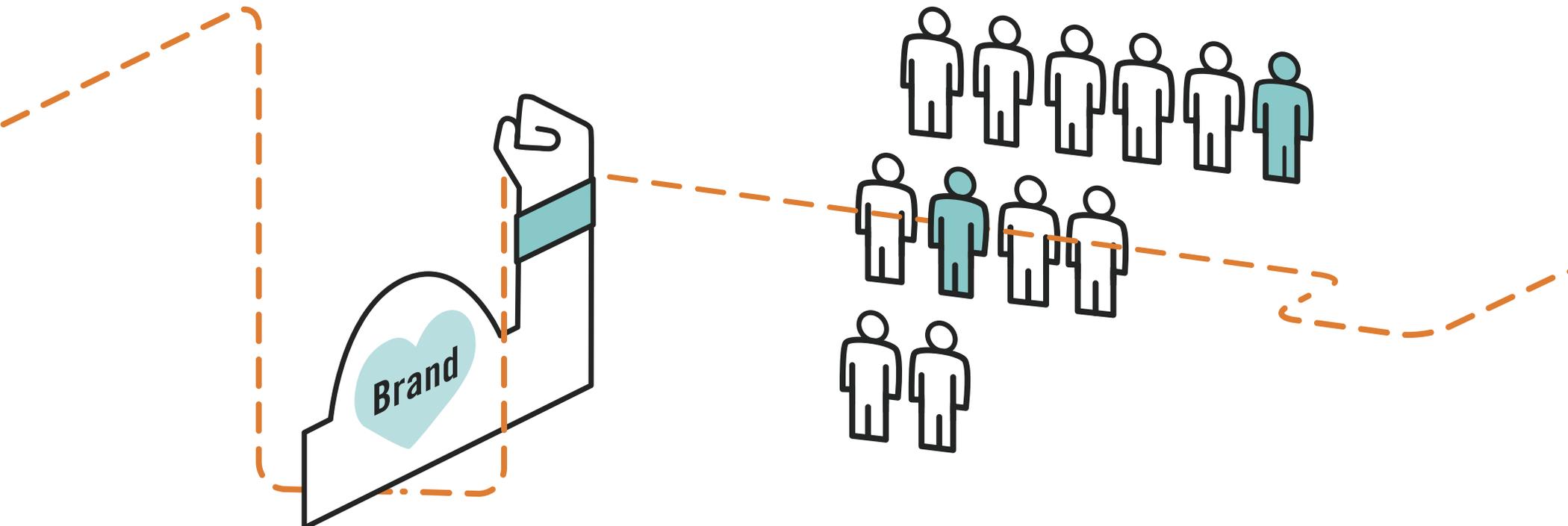
# in few years



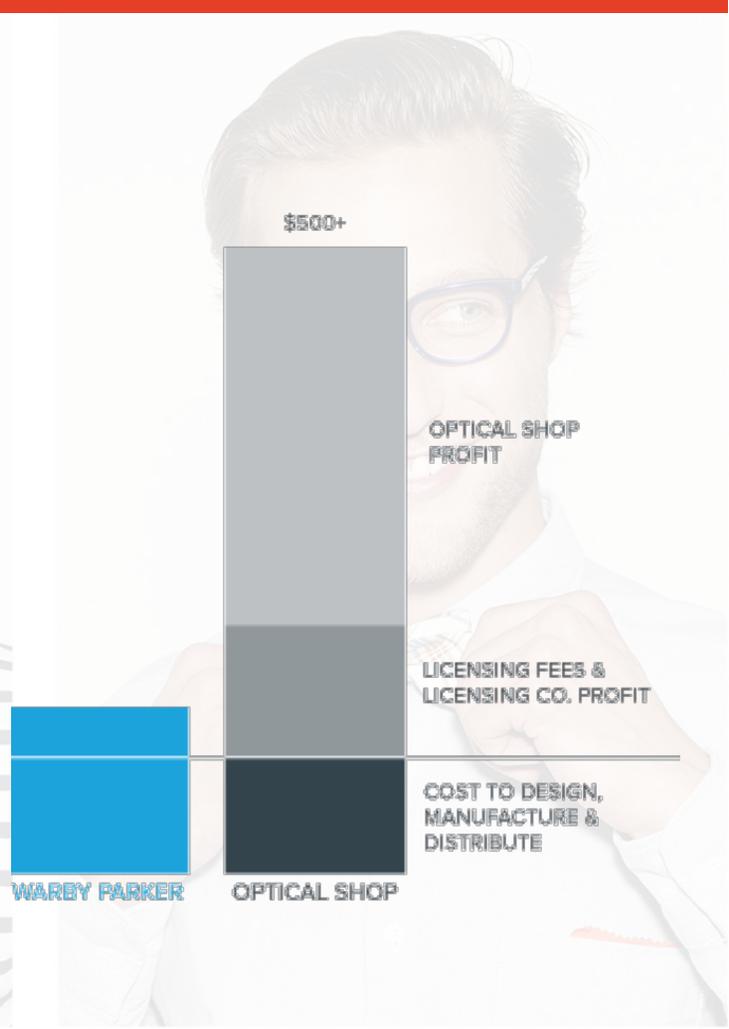


in few years





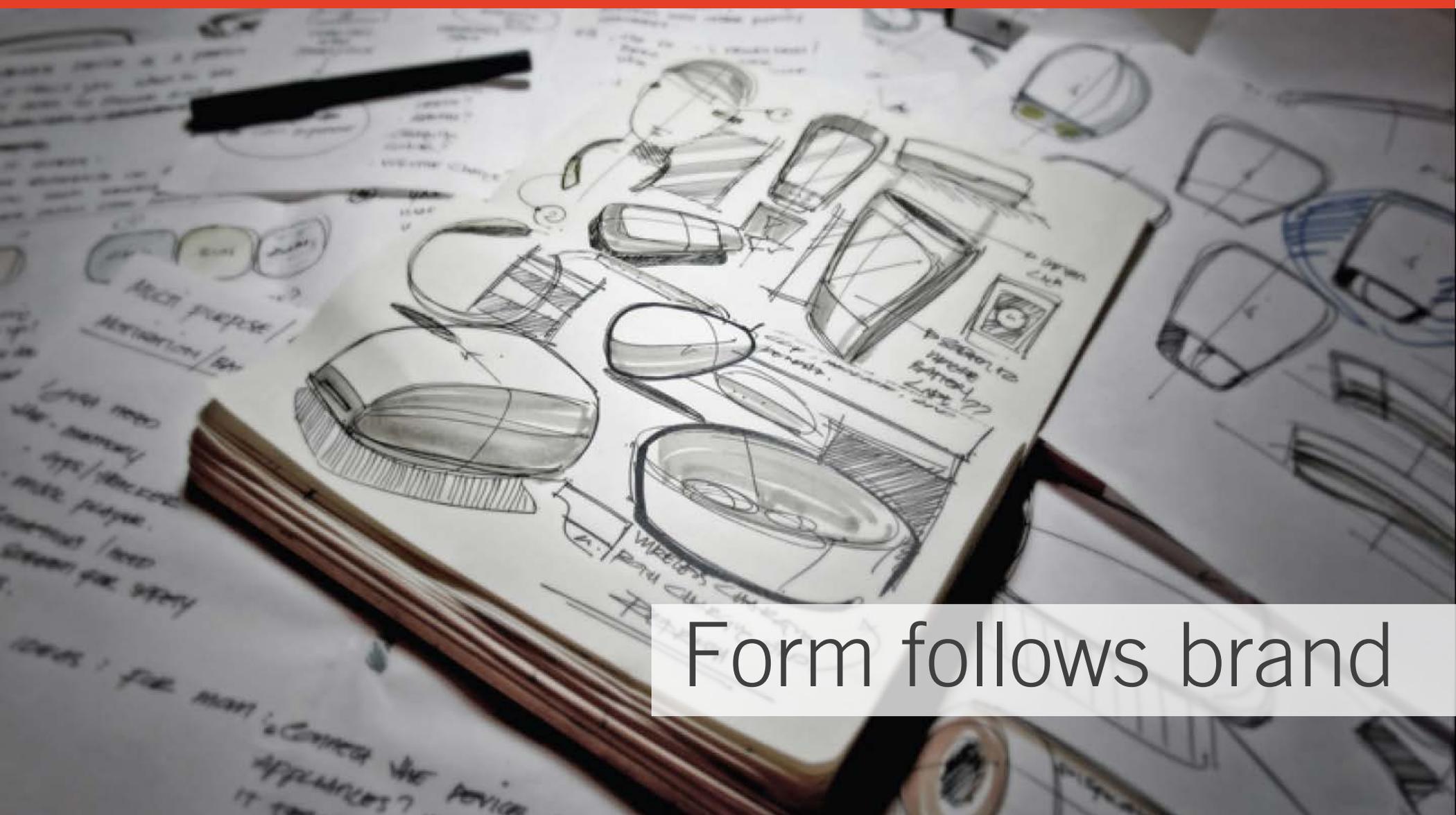
Niche brand proliferation



WARBY PARKER eyewear



Rational over personal



Form follows brand

A close-up of a silver, mesh-covered microphone on a stand in the foreground. The background is a large, empty auditorium with rows of white seats stretching towards a red stage. The stage is lit with red spotlights, and a large screen is visible in the distance. The overall atmosphere is that of a quiet, empty event space.

Talk the talk...

**WD**  
WHITE DIAMONDS  
Affordable Luxury

**CASE·MATE**  
Crafted. Sophisticated. Refined



**speck**

**TYLT**  
BUILT TO TYLT

**incase**  
A better experience through good design.

**GRIFFIN**  
Connect to Play

**SCOSCHE**  
Accessories for Life

**PURE.9EAR**  
SMART. SIMPLE. SENSIBLE.\*

Higher Value

**mophie.**

**belkin.**  
People Inspired Products

**Innergie**  
Think Power, Think Innergie

**Kensington**  
smart. safe. simple.



our  
brand  
here

Purposeful  
Productive

Lifestyle  
Fashion

**m·edge**

**IGO**  
Power your possibilities

**Just  
Wireless**

**Qmadix**  
Broader vision, brighter solutions

Lower Value

## RELEVANT

Carefully considered design features that relevant to the needs and working conditions of target users - illuminated USB ports, multiple power ports, integrated cable storage.

## PURPOSEFUL

Crisp, chamfered edges communicate precision and engineered technology without excess. Sophisticated, 2-tone grey body colors combine with orange highlighting of key features.

## DEPENDABLE

Soft touch finishes enhance tactile grip and communicate a durable build quality that working users can trust. Flat section, color matched cables and connectors deliver a perception of robustness and reliability.



Questions?

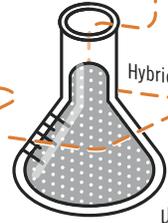
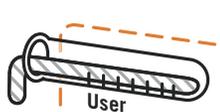
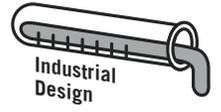
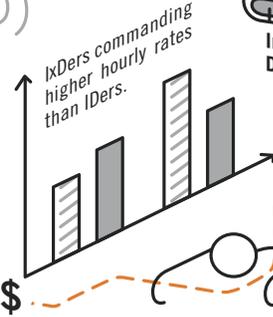
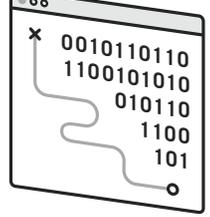


# DESIGN YOUR FUTURE

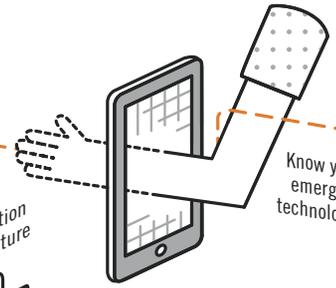
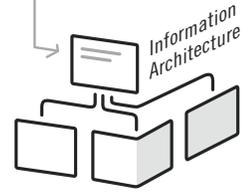


Start

#1: Be Tactical

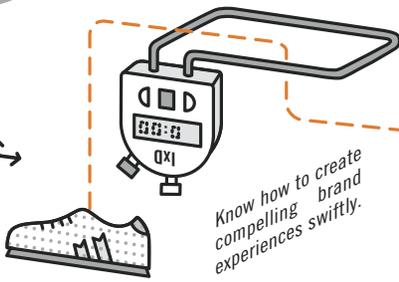


Usability



Know your emerging technology.

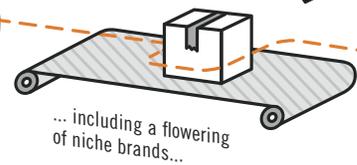
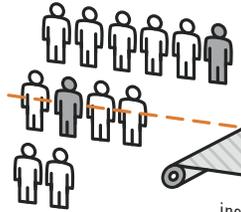
#2: Be Nimble



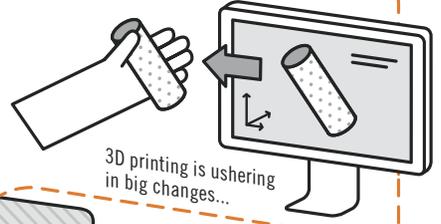
Know how to create compelling brand experiences swiftly.



... and the need for strong niche brand identities.

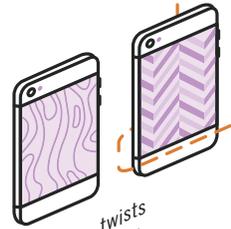


... including a flowering of niche brands...

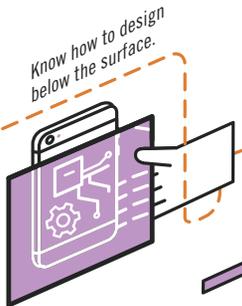


3D printing is ushering in big changes...

#3: Be Flexible



Strategize twists on customization.



Know how to design below the surface.



Fuel magical product experiences with multi-sensory features.



Drive sustainable product design.



Finish





09:10  
9.02  
SU

09:10  
9.02  
SU

09:10  
9.02  
SU

09:10  
9.02  
SU

wrist

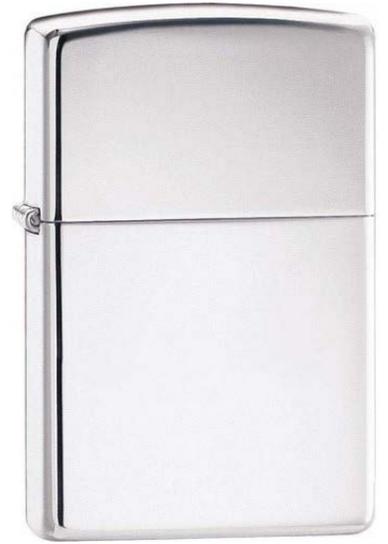
A close-up photograph of a woman's neck and shoulders. She is wearing a thin silver chain necklace with a white and black pendant that features a music note icon. She is also wearing black earbuds. The background is a dark, textured surface.

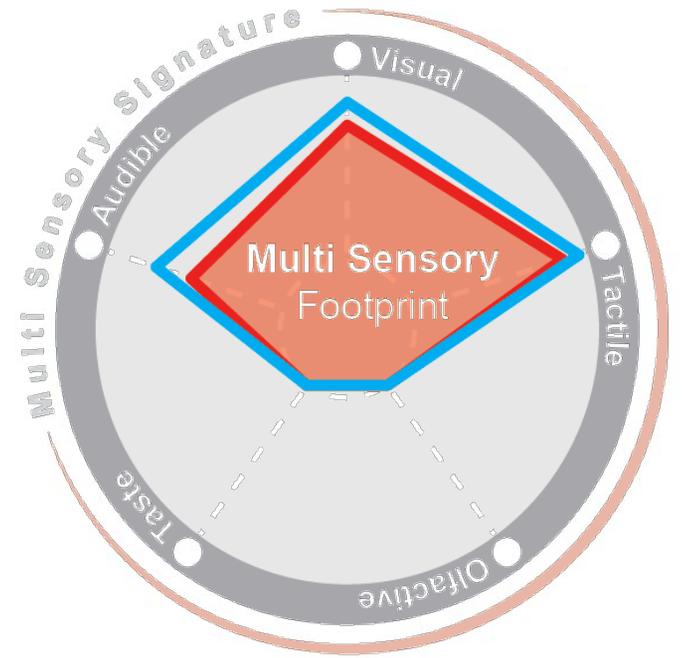
Vibro-tactile feedback

# LUMOback



# Audio Signatures





**Alcon**<sup>®</sup>

# Sustainability





Be in the driver's seat





# Ecology for Designers

<http://www.okala.net> |



Okala Practitioner



## A Sustainable Product Design Process: How To Start

Jan 16, 2014

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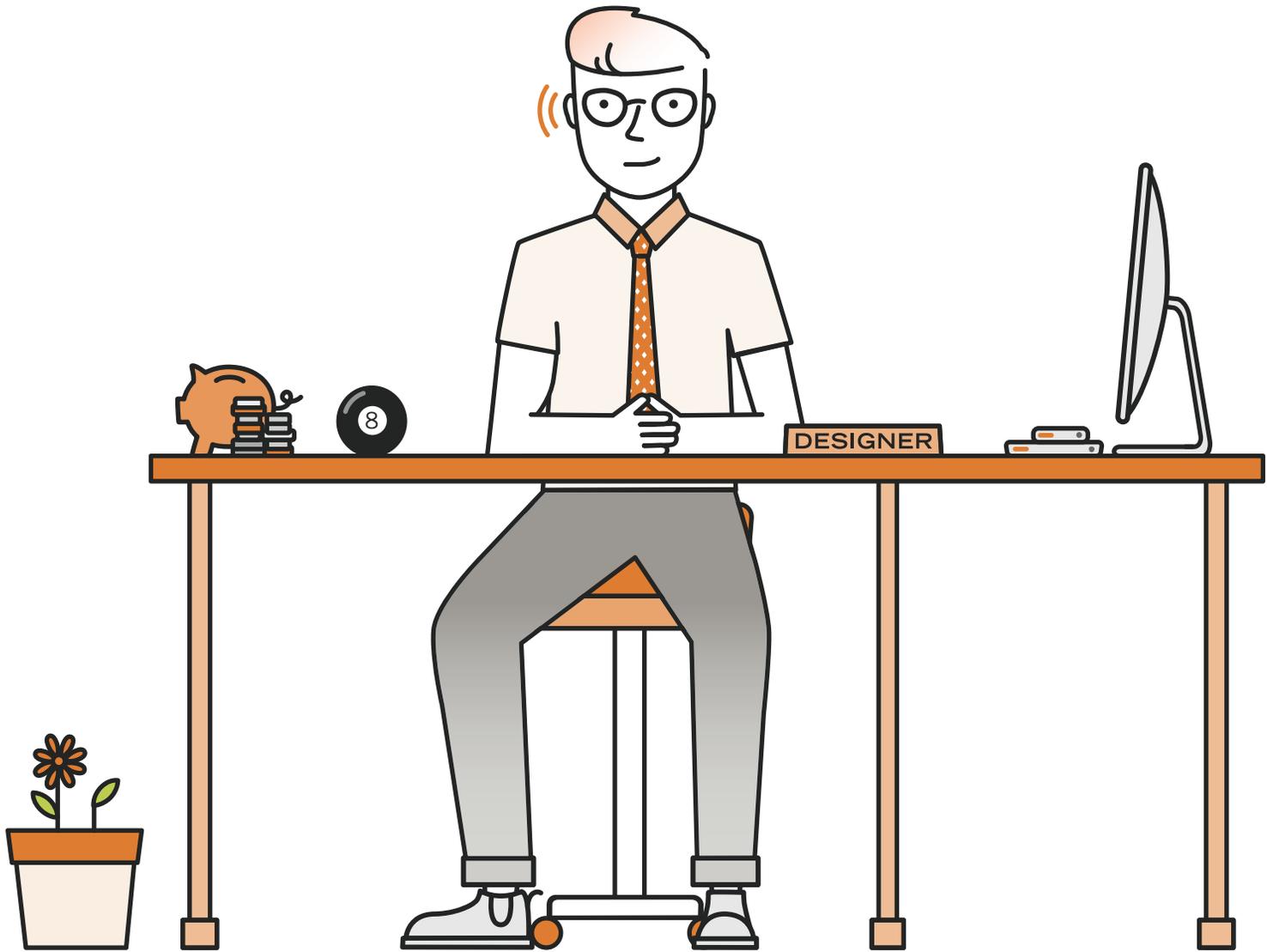
A little more than six years ago we had our first client ask, “How can you help us make this product greener?” Someone at the top of that company was excited about sustainability, but no one below him had any idea how to actually do it. We said, “Uh ... let us get back to you.” Then we went out and did some research.

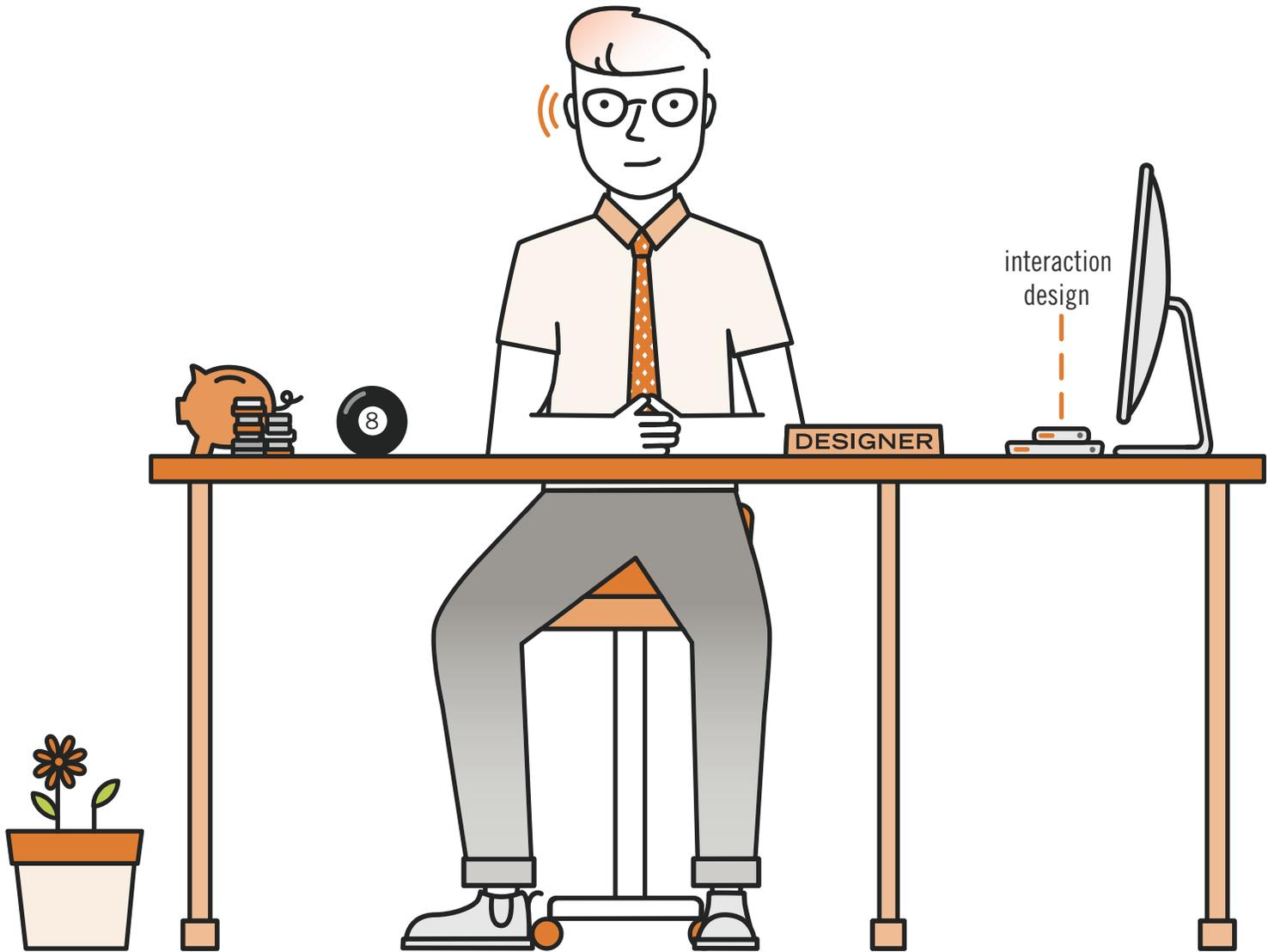


**Seth GaleWyrick**

Senior Mechanical Engineer and  
Sustainable Design Specialist

[Read full bio →](#)

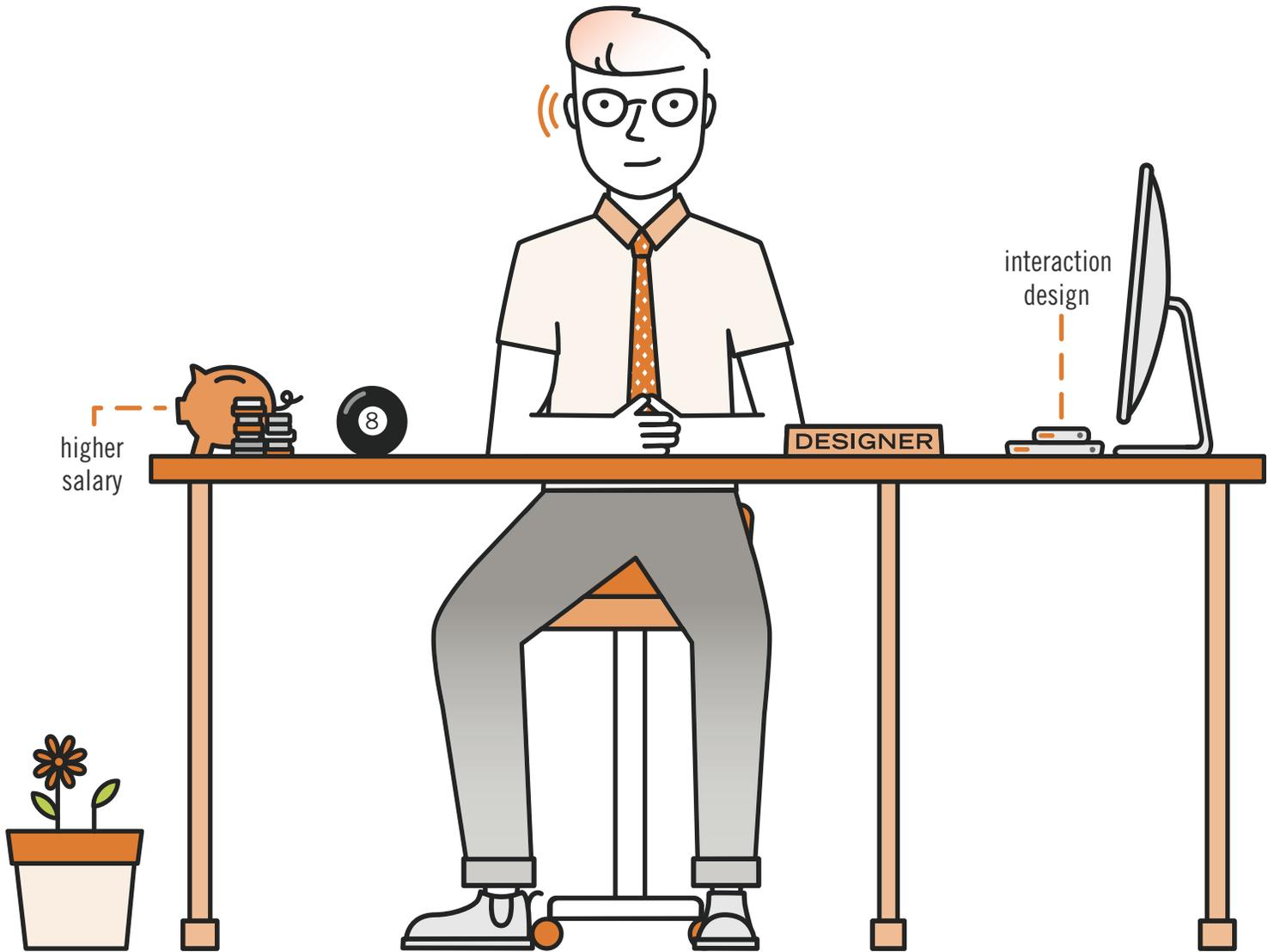




interaction  
design

DESIGNER

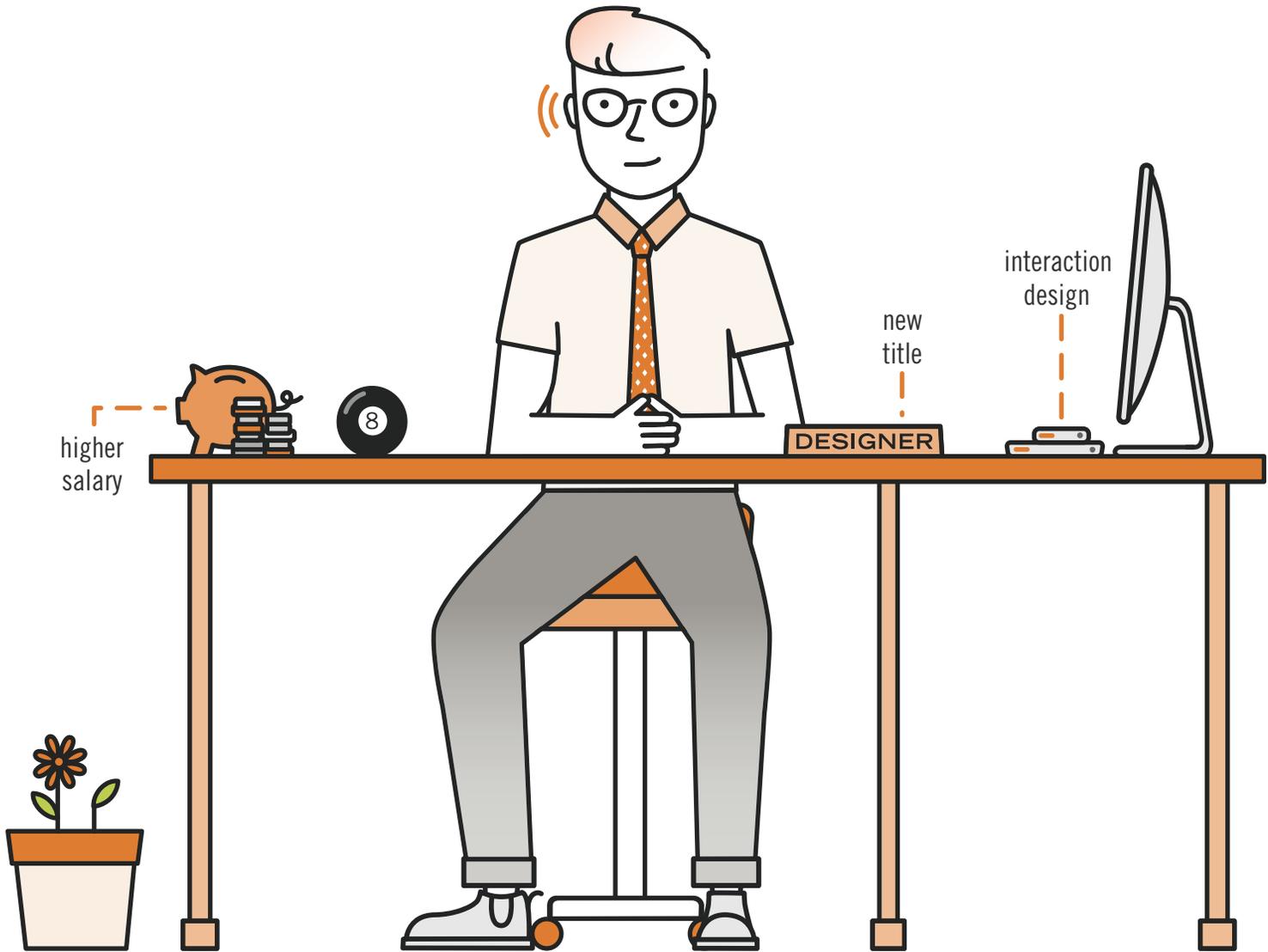
8



higher salary

interaction design

DESIGNER



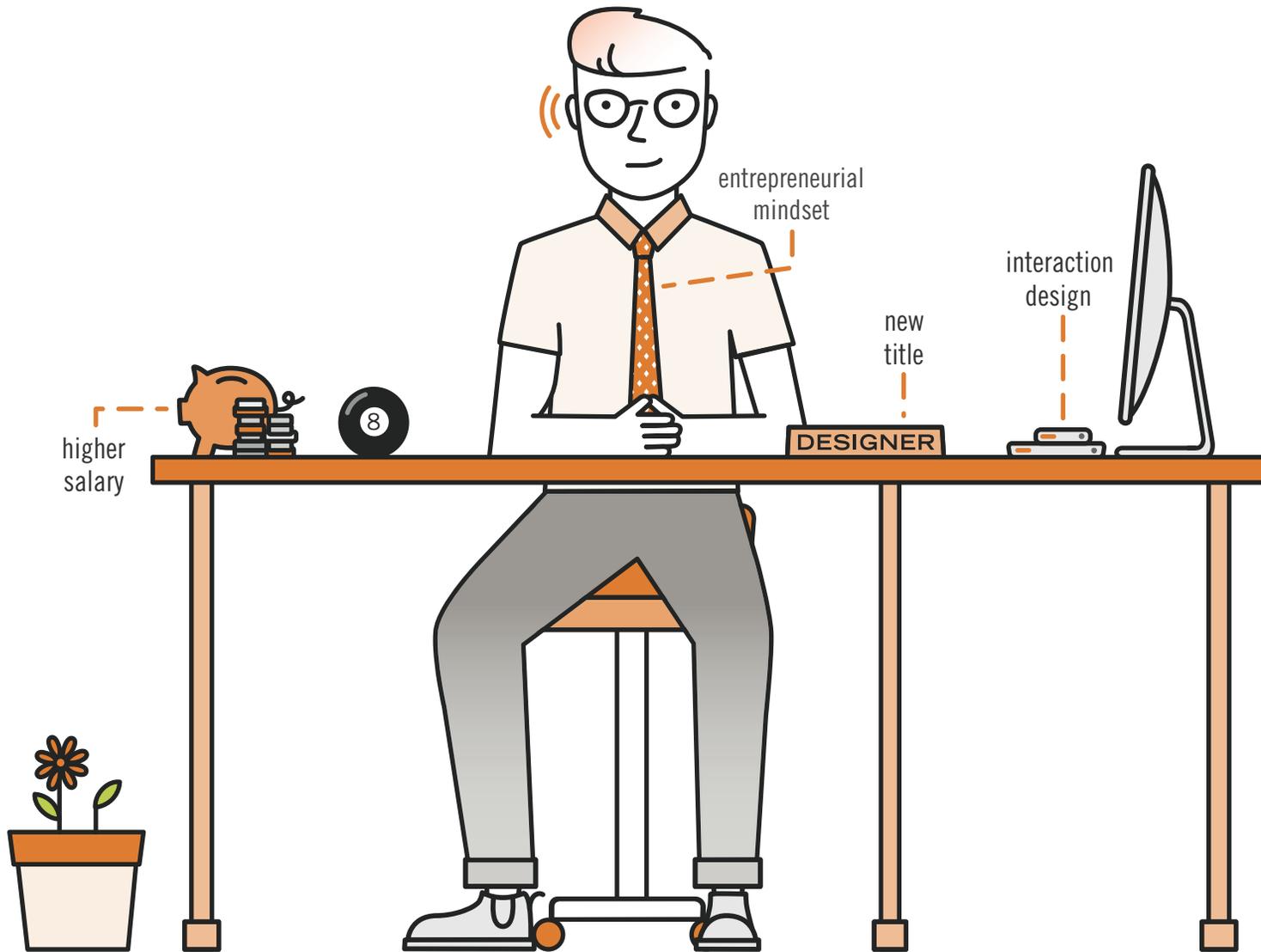
higher salary

new title

interaction design

DESIGNER

8



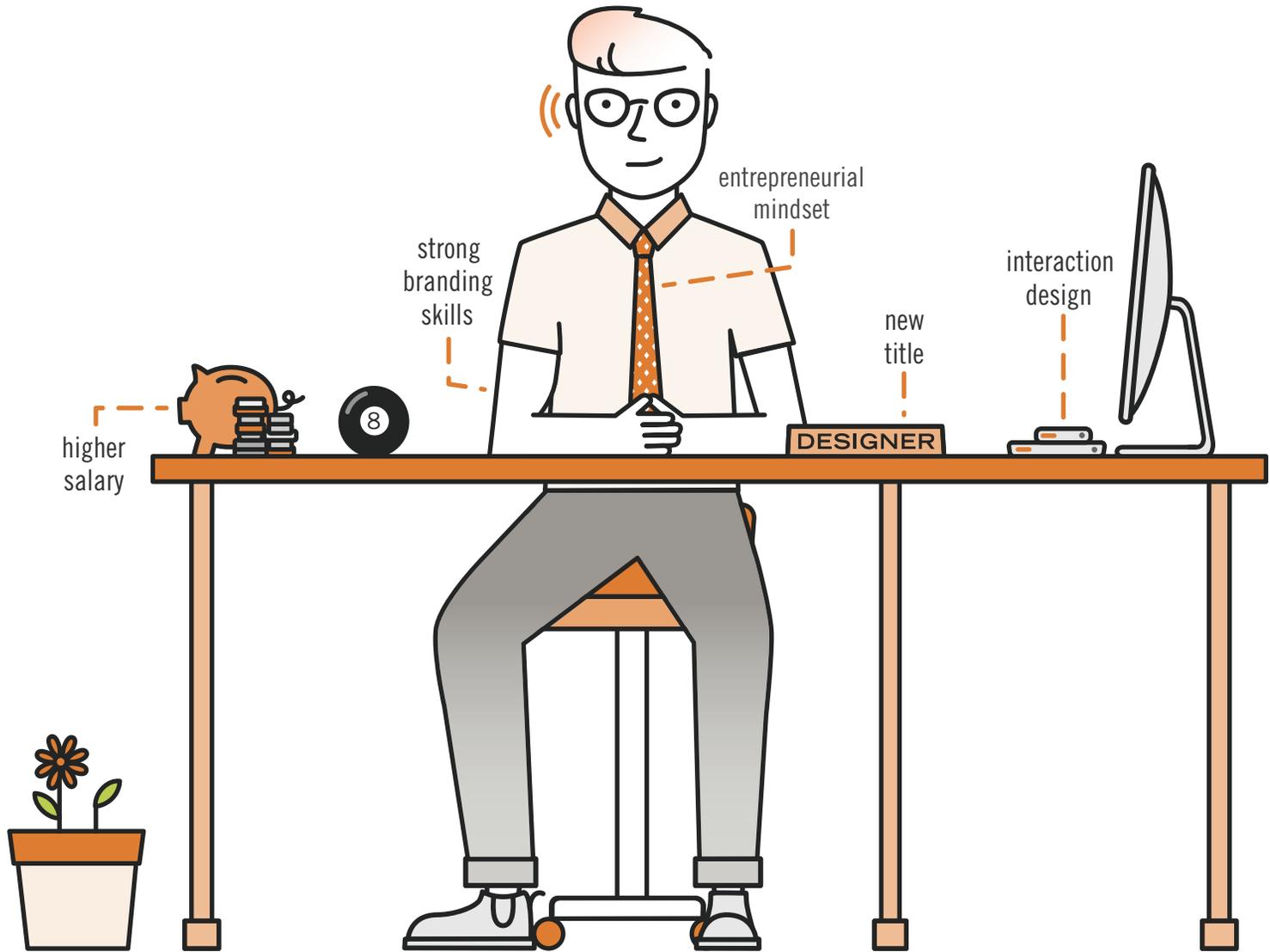
higher salary

entrepreneurial mindset

new title

interaction design

DESIGNER



higher salary

strong branding skills

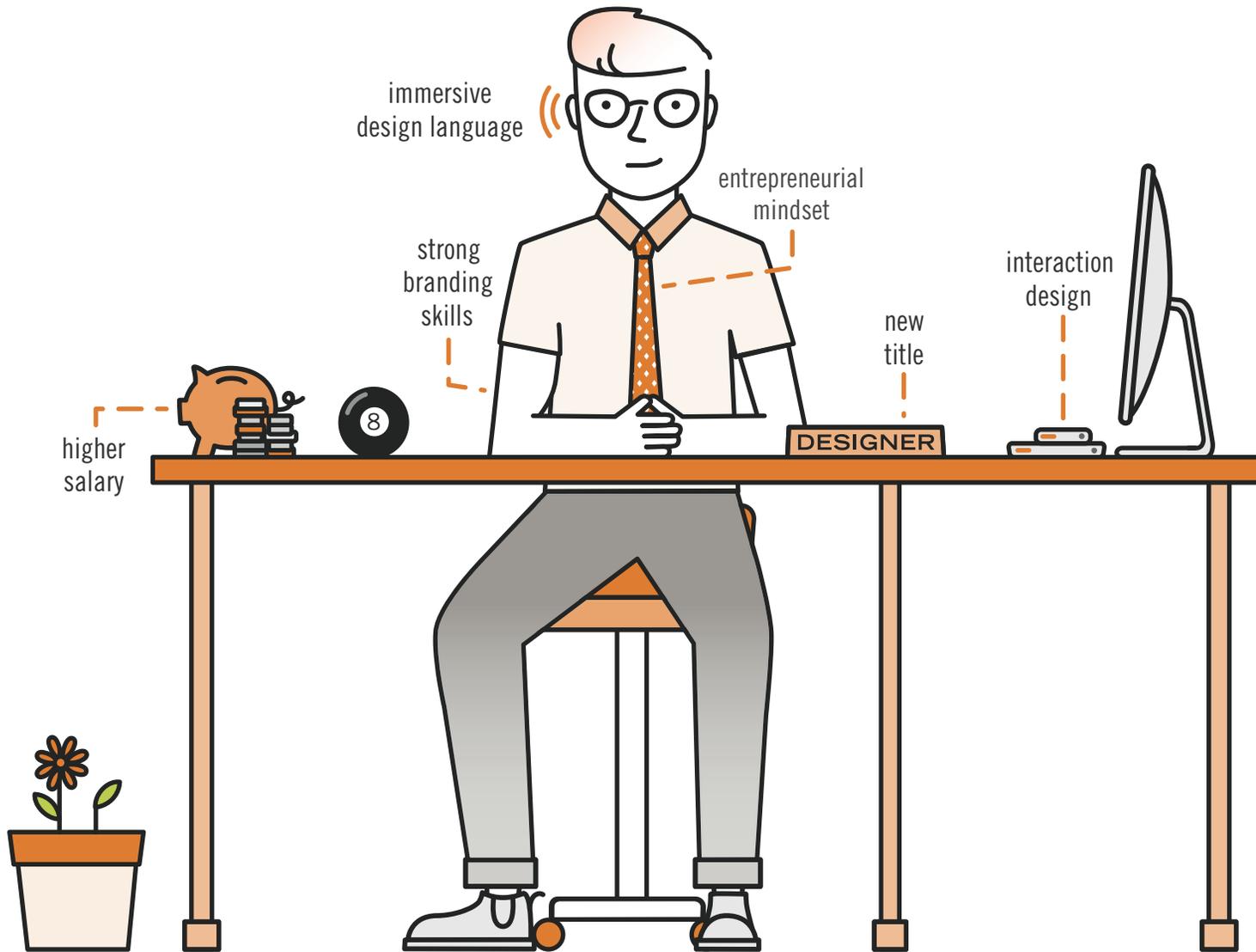
entrepreneurial mindset

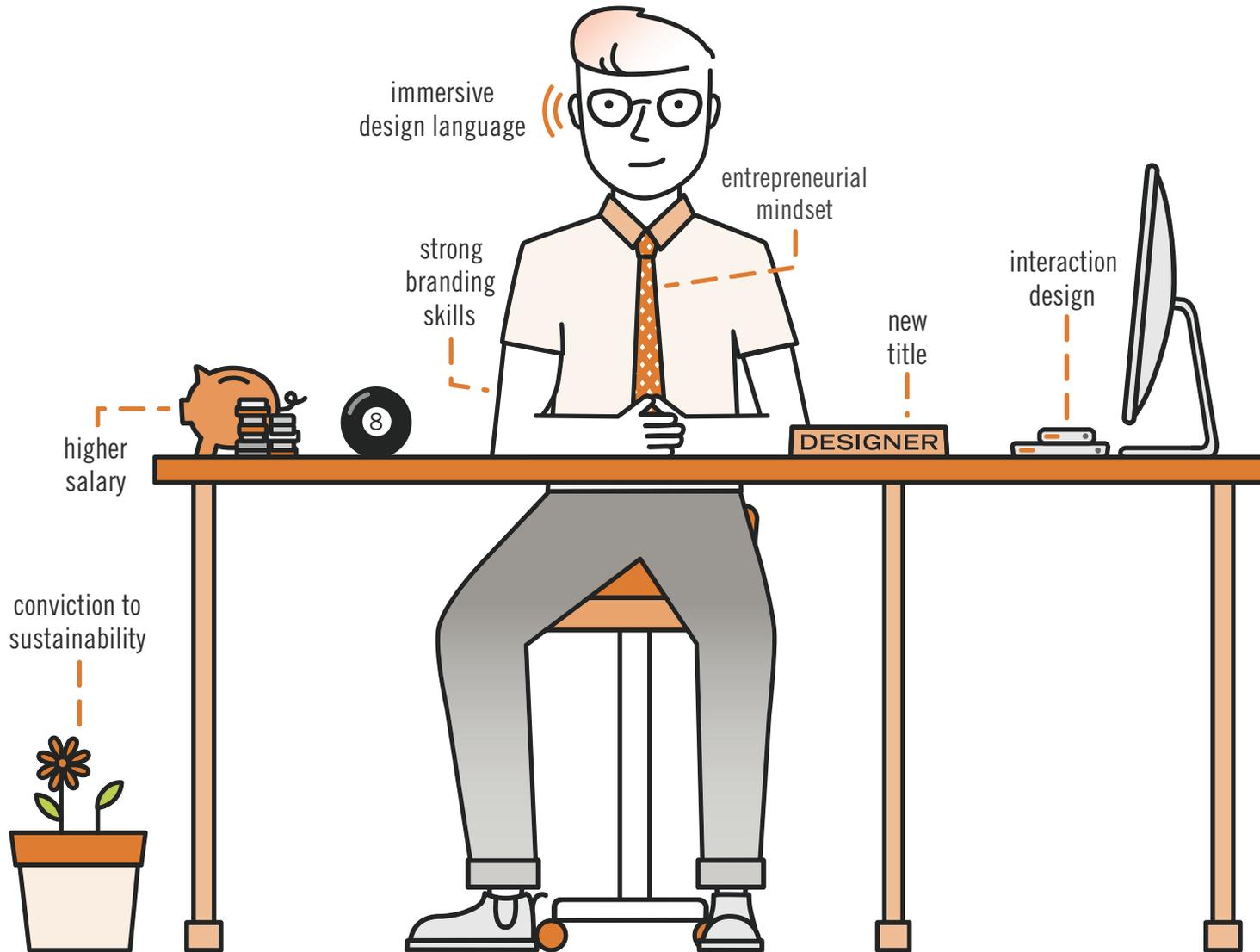
new title

interaction design

DESIGNER

8





immersive design language

entrepreneurial mindset

strong branding skills

new title

interaction design

higher salary

conviction to sustainability

DESIGNER

8

DESIGN YOUR  
FUTURE



Accelerate | Innovation

More questions?

Email Mathieu at [mturpault@bresslergroup.com](mailto:mturpault@bresslergroup.com)

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dialogue at [#futureofdesign](https://twitter.com/#futureofdesign).

Accelerate | Innovation